

Together for the Community Against Fires

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ABSTRACT – The Santa Luzia Plant realized that the months of August and September are indicated as the months that suggest the lowest levels of rainfall, resulting in low humidity, which combined with improper practices of fire use by the local community ended up causing outbreaks of large fires. Nevertheless, the company's image was compromised, as after fires with unknown/criminal origins, Environmental Police inspections were followed by an Infringement Notice – even though there was no on-site operation and the fires were found to be criminal. As a result, the sector decided to carry out the campaign entitled “Together For The Community Against Fires” in partnership with the Municipality, the Fire Department, the concessionary responsible for the highways and the Rural Union, aiming to raise awareness by means of lectures in municipal and state schools, leaflets distributed in the highway 167 tolls and banners informing good practices, in order to prevent outbreaks of fire and the non-use of fire. This clarification process was necessary, since they believed that the burnings were intentionally practices of sugarcane cultivation. Therefore, it was necessary to clarify that the company was a victim of criminal action and that the practice is not part of sugarcane cultivation, once these fires cause productivity losses and fire-fighting costs. The results attained are the direct outcome of the minimization of fire outbreaks and information brought to the community, thus strengthening the company's image.

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